

ORDER



Orders
Order / Rev: 706619
Alt Order #: 06278700
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	153	\$160,050.00	\$136,042.50
09/24/12	09/30/12	26	\$24,150.00	\$20,527.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	179	\$184,200.00	\$156,570.00	0.00
Totals	179	\$184,200.00	\$156,570.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/18/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	- TWTF - -			4		\$375.00	0.00					
2	WKYC	09/18/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	- TWTF - -			4		\$150.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	09/21/12-09/21/12		M-F 10-11a		10a-11a	----F----	:30		\$150.00		0.00	NM		
3	NKYC	09/20/12-09/20/12		M-F 10-11a		10a-11a	---Th----	:30		\$150.00		0.00	NM		
3	WKYC	09/18/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	- TWTF - -			4		\$800.00	0.00					
4	WKYC	09/18/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	- TWTF - -			4		\$200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/21/12-09/21/12		M-F 11a-1230p		11a-1230p	----F----	:30		\$200.00		0.00	NM		
4	NKYC	09/20/12-09/20/12		M-F 11a-1230p		11a-1230p	---Th----	:30		\$200.00		0.00	NM		
5	WKYC	09/18/12	09/21/12	Late Night	CM	1237a-136a	- TWTF - -	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late Night w/Jimmy Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$375.00		0.00				
6	WKYC	09/18/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$200.00		0.00				
7	WKYC	09/18/12	09/21/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$200.00		0.00				
8	WKYC	09/18/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$300.00		0.00				
9	WKYC	09/18/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			6		\$350.00		0.00				
10	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	6	\$450.00	P-3	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			6		\$450.00		0.00				
11	WKYC	09/18/12	09/21/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			4		\$100.00		0.00				
12	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$350.00	P-3	0.00	NM	8	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			8		\$350.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
2	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
3	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
4	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
5	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
6	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
7	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		\$350.00		0.00	NM		
[rerating please place to hold avail]															
8	NKYC	09/17/12-09/23/12		M-F 5-6a		5a-6a	- TWThF - - - -	:30		(\$350.00)		0.00	NM		
See MG 12.9															
[NA/Oversold]															
9	NKYC	09/23/12-09/23/12		Su 12-1230p		12-1230p /Su	- - - - - Su	:30		\$400.00		0.00	NM		
Ⓜ MG for 12.8 09/20															
13	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			5		\$700.00		0.00				
14	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			6		\$1,800.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	09/18/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		8			\$800.00			0.00			
16	WKYC	09/18/12	09/21/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	6	\$2,800.00	P-3	0.00	NM	6	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6			\$2,800.00			0.00			
17	WKYC	09/18/12	09/21/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6			\$1,800.00			0.00			
18	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	16	\$800.00	P-3	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		16			\$800.00			0.00			
19	WKYC	09/18/12	09/21/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4			\$1,200.00			0.00			
20	WKYC	09/18/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		8			\$400.00			0.00			
21	WKYC	09/18/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF S -	:30	7	\$1,800.00	P-3	0.00	NM	7	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF S -		7			\$1,800.00			0.00			
22	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - F - -		1			\$3,000.00			0.00			
23	WKYC	09/24/12	09/24/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M - - - - -	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M - - - - -		1			\$6,500.00			0.00			
24	WKYC	09/22/12	09/23/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - SS		2			\$1,800.00			0.00			
25	WKYC	09/22/12	09/22/12	Sat Prime C Sat Prime C	CM	10-11p	- - - - - S -	:30	1	\$1,200.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S -		1			\$1,200.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WKYC	09/17/12-09/23/12	Sat Prime C		10-11p	- - - - - Sa -	:30	(\$1,200.00)	0.00	NM				
		See MG 25.2,25.3													
		[Prgm Change] Notre Dame													
	2	WKYC	09/22/12-09/22/12	Notre Dame Football		Notre Dame Footb	- - - - - Sa -	:30	\$850.00	0.00	NM				
		Ⓜ MG for 25.1 09/22													
	3	WKYC	09/24/12-09/24/12	M-F 3-4p		3p-4p	M - - - - -	:30	\$350.00	0.00	NM				
		Ⓜ MG for 25.1 09/22													
26	WKYC	09/22/12	09/22/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	- - - - - S -	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S -		1			\$250.00			0.00			
27	WKYC	09/22/12	09/22/12	630A-7A Chris Matthews Show	CM	630a-7a	- - - - - S -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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27	WKYC	09/22/12	09/22/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$500.00		0.00				
28	WKYC	09/22/12	09/22/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$500.00		0.00				
29	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			2		\$800.00		0.00				
30	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			3		\$800.00		0.00				
31	WKYC	09/23/12	09/23/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$3,500.00		0.00				
32	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$1,800.00		0.00				
33	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p / Su	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$400.00		0.00				
34	WKYC	09/23/12	09/23/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$250.00		0.00				
35	WKYC	09/23/12	09/23/12	530A-6A America's Black Forum	CM	530a-6a	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$250.00		0.00				
36	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$2,000.00		0.00				
37	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$2,000.00		0.00				
38	WKYC	09/23/12	09/23/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$6,500.00	P-3	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			2		\$6,500.00		0.00				
39	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			2		\$800.00		0.00				
40	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			3		\$800.00		0.00				
41	WKYC	09/20/12	09/20/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706619
 Alt Order #: 06278700
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
41	WKYC	09/20/12	09/20/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1		\$5,000.00			0.00			
42	WKYC	09/20/12	09/20/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1		\$2,500.00			0.00			
43	WKYC	09/18/12	09/18/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----			1		\$3,500.00			0.00			
44	WKYC	09/18/12	09/18/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----			1		\$4,000.00			0.00			
45	WKYC	09/19/12	09/19/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----			1		\$5,000.00			0.00			
46	WKYC	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$375.00			0.00			
47	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$150.00			0.00			
48	WKYC	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$800.00			0.00			
49	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$200.00			0.00			
50	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$375.00			0.00			
51	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$200.00			0.00			
52	WKYC	09/24/12	09/24/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$200.00			0.00			
53	WKYC	09/24/12	09/24/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$300.00			0.00			
54	WKYC	09/24/12	09/24/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$100.00			0.00			
55	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706619
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 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President
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 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
55	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		2				\$350.00		0.00			
56	WKYC	09/24/12	09/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$700.00		0.00			
57	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$1,800.00		0.00			
58	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		2				\$800.00		0.00			
59	WKYC	09/24/12	09/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$2,800.00		0.00			
60	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$1,800.00		0.00			
61	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		4				\$800.00		0.00			
62	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$1,200.00		0.00			
63	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		2				\$400.00		0.00			
Totals													179	\$184,200.00	